

Message Text

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PAGE 01 ROME 17600 201823Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

RSC-01 /028 W
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FM AMEMBASSY ROME
TO SECSTATE WASHDC 8742
INFO AMEMBASSY BRUSSELS
AMEMBASSY LONDON
AMEMBASSY PARIS
AMCONSUL FRANKFURT

UNCLAS ROME 17600

E.O. 11652: N/A
TAGS: BTIO, IT
SUBJECT: INVEST IN USA OPPORTUNITY: AVIOINTERIORS S.P.A.,
LARGO ANTONELLI 4, 00145 ROME, ITALY

1. AVIOINTERIORS IS A MANUFACTURER AND EXPORTER OF AIRCRAFT SEATS, TROLLEYS, AND INTERNAL FURNISHINGS FOR PUBLIC CARRIERS. IT BELONGS TO GROUP HEADED BY PERMAFLEX S.P.A., A LARGE ROME MANUFACTURER OF SPRING MATTRESSES, ARM-CHAIRS, AND HOUSEHOLD FURNISHINGS. ALTHOUGH RECENTLY ESTABLISHED, AVIOINTERIORS REPORTEDLY ALREADY DOES A SUBSTANTIAL VOLUME OF BUSINESS SUPPLYING LEADING AIRLINE AND AIRCRAFT COMPANIES INCLUDING BOEING AND DOUGLAS AND EXPECTS TO REACH 5 MILLION DOLS IN SALES IN 1974. (SEE WTDR OF 12/2/74.)

2. DUE TO SUBSTANTIAL AMOUNT OF SALES IN U.S. AND RESULTING PROBLEMS OF TRANSPORTATION, COSTS, AND DELIVERY TIMES, AVIOINTERIORS (TOGETHER WITH PARENT FIRM PERMAFLEX) NOW INVESTIGATING POSSIBILITY OF ESTABLISHING PLANT IN U.S. TO ASSEMBLE SEATS AND FURNISHINGS AND LATER MANUFACTURE ENTIRE PRODUCT. COMPANY ENVISAGES INITIAL INVESTMENT OF 2 TO 4 MILLION DOLS AND EMPLOYMENT OF 100 PERSONS. JOINT VENTURE WITH U.S. FIRM WOULD BE CONSIDERED. GERAL GEOGRAPHICAL PREFERENCES ARE AREAS OF MAJOR AIRCRAFT MANUFACTURERS PARTICULARLY UNCLASSIFIED

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PAGE 02 ROME 17600 201823Z

CALIGORNIA AND WEST COAST.

3. GROUP OF THREE EXECUTIVES FROM AVIOINTERIORS PLAN TRAVEL TO U.S. FOR TWO WEEK VISIT STARTING JANUARY 2 TO EXPLORE CLIMATE AND POSSIBILITIES FOR THIS INVESTMENT. SHCEDULE IS JAN. 2-6: NEW YORK (HOTEL HILTON), JAN. 7-8 LOS, JAN. 9-11 SEATTLE, JAN. 12-13 PISTTSBURGH. GROUP LED BY MR. ENNIO PAGNOSSIN, MARKETING MANAGER. THEY ARE INTERESTED IN SPECIFIC STATE REGULATIONS GOVERNING INVESTMENT AND CONTACTS WITH LOCAL BUSINESSMEN INTERESTED IN PROJECT. EMBASSY HAS PROVIDED GENERAL DATA ON INVESTMENT IN USA, ADDRESS OF USDOC DISTRICT OFFICES IN EACH CITY, AND ADDRESSES OF STATE DEVELOPMENT OFFICES.

4. GROUP CAN BE CONTACTED BEFORE DEPARTURE VIA PERMAFLEX TELEX - 61575 PERMATEL OR AT ROME TELEPHONE 546801. INQUIRIES SHOULD BE ADDRESSED TO MR. PAGNOSSIN WHO SPEAKS ENGLISH.VOLPE

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